

Rep Order# 6815956 Ver# 1 Mod# 0 Status Confirmed

Traffic Order# 769551

Printed: 05/16/2012 11:56 AM

1 of 2

Last Received: 05/16/2012 11:08 AM  
Showing Buylines: All Lines

Station WUPW-TV TOLEDO, OH.  
Advertiser ( ) CROSSROADS GPS  
Product Crossroads GPS  
Estimate# 552  
Buyer Noelle Ramsey  
Phone#  
Fax#

Agency ( ) CROSSROADS MEDIA  
66 CANAL CENTER PLAZA, SUITE 555  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 12/11/552  
Flight Dates 05/24/2012 - 05/31/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) ANJIE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

SC=\*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	F	10P-11P	FOX-NEWS AT 10<	:60	\$350.00	05/25-05/25	1	1	1	\$350.00	
	2	TU	10P-11P	FOX-NEWS AT 10<	:60	\$350.00	05/29-05/29	1	1	1	\$350.00	
	3	TH	10P-11P	FOX-NEWS AT 10<	:60	\$350.00	05/31-05/31	1	1	1	\$350.00	

---REPORT TOTALS---

Report Totals: 3 / \$1,050.00

---SALES MONTHLY TOTALS---

May 12: 1 / \$350.00 Jun 12: 2 / \$700.00

Sales Totals: 3 / \$1,050.00

Station Totals: 3 / \$1,050.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$26,250	CATV	0%	WNCT	0%	WNWO	7%	WTOL	45%	WTVG	44%
		WUPW	4%								

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11  
Demos RA35+

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--- CREDIT RISK ---

CASH IN ADVANCE